

SPEECH ANALYSIS ANSWERS

BCOM 3921

CEPS-SQU

1.What is the general purpose of the above speech?

The general purpose of the above speech is to persuade the audience.

2. What is the Proposition of this speech? Also, identify the type of proposition. Page 329

The Proposition of the above speech is “*Oman should enforce stricter laws that helps protect the non-smokers from second-hand smoke.*” (line 4-5) **This is a proposition of Policy.**

3. Comment on the ethos, logos and pathos aspects of the above speech with its respective line numbers.

3. ETHOS

ASPECTS OF ETHOS	EXAMPLE FROM SPEECH
<i>Speaker stated his/her connection to the topic</i>	Line # 5-7
<i>Presented convincing evidence from reputable and credible sources throughout the speech</i>	Line # 13- 15 (Journal article) Line # 21-22 (official webpage of EPA) Line # 41-44 (Journal article) Line # 45-47 (Journal article) Line # 49-52 (newspaper article) Line # 67 – 71(Report article) Line # 90-92 (Government data)

4. LOGOS

ASPECTS OF LOGOS	EXAMPLE FROM SPEECH
<i>Developed well-reasoned arguments to support proposition</i>	Line # 13-25 Line # 29 -49
<i>Used appropriate evidence like statistics, facts and examples. The speaker used credible, new and specific evidence.</i>	Line # 1-2 (FACT/STATISTIC) Line # 14-15 (STATISTIC) Line # 22 (STATISTIC) Line # 34-36 (PERSONAL EXAMPLE) Line # 91 (STATISTIC)

5. PATHOS

ASPECTS OF PATHOS	EXAMPLE FROM SPEECH	LINE#
<i>The speaker used emotion-arousing words</i>	• Motherland • Hapless and innocent • Victim of atrocious act	Line# 88,102 Line # 47-48 Line # 49-50
<i>The speaker used appropriate simile</i>	Smoke free laws... just like punishment for crossing the yellow lane....red light	Line # 84-85
<i>The speaker used fear appeals</i>	• And if the government....terminal ones • Therefore, those people exposed....lung cancer	Line # 92-93 Line # 24-25
<i>Speaker used concrete example to help listeners visualize what he/she describes</i>	Our motherland would be a happier.....country	Line# 88-90

6. Identify the types of supporting materials used in this speech.

TYPE OF SUPPORTING MATERIAL	LINE #
Explaining why	Line # 52-54
Definition by Classification	Line # 18-19
Explaining how	Line # 13-21
Statistics	Line # 14-15 Line # 22 Line # 91
Personal Illustration	Line # 34-36

7. How has the speaker achieved initial credibility? Page 339

Initial Credibility is the image created before the start (body) of the speech. In the given speech, the speaker connects the relationship with the topic by stating that he/she is worried by exposing daily to the smokers and in turn breathes in the dangerous smoke which is present in the air . (*Line # 5-7*)

8. Evaluate the evidence used in the entire speech. Page 348

Evidence evaluation strategies

1. The speaker has used **credible and unbiased** evidence
2. The speaker has used **new evidence** that the audience has not known before.
3. The speaker has used **soft evidence** too for emotional power.

9. Identify 3 persuasive strategies used in the speech. Page 319 -326, 352-356

Persuasive Strategies	Line #
1.Negative Motivation	<i>92-93</i>
2. Listeners' Need	<i>100-103</i> <i>(Physiological need)</i>
3. Positive Motivation	<i>Line 86-90</i>
4. Emotional Appeals Appeal to act courageously	<i>Line 102-103</i>

10. Identify the type of reasoning used in the first main idea. Page 340-343

Inductive Reasoning

Specific evidence and examples are given to reach a logical conclusion. (*Line 13-25*)

11. Identify the organizational pattern used in the speech. Do you think the pattern fits the objectivity of the speech? Explain briefly your reason.

page 359-365 The organizational pattern used in the speech is *Monroe's Motivated Sequence* pattern consisting of five elements namely **Attention** (Line 1-4); **Need** (Line 13-54); **Satisfaction** (Line 58-85); **Visualization** (Line 88-93); **Action** (Line 97-100). Yes, the pattern fits the objectivity of the speech because it allows the audience to think in a step by step logical approach to reach the desired effective action.

12. Has the speaker acknowledged any opposing points of view in the speech?

Yes, the speaker has acknowledged opposite point of view. This is a persuasive strategy used by the speaker so that the audience will more likely listen to the importance of the issue and be motivated to support the speakers' point of view. Example: *Line # 66-79*. In doing so, the speaker has cited good evidence to prove the point.

13. Identify previews and summaries used in the speech.

Type	Line #
1.Initial Preview	<i>8-12</i>
2.Internal Preview	<i>56-57; 86-87</i>
3.Internal Summary	<i>55-56; 86</i>
4.Final Summary	<i>94-97</i>

14. What memorable word structures or stylistic devices did the speaker integrate in the above speech? Identify the type and line #.

Page 222-229		
Stylistic Device Name	Example (start..end)	Line #
Personification	•Happier place •Sad and grave issue	•Line 88 •Line 95-96
Short Sentence	•Astonishing, right? •I bet you have •Shocked?	•Line 23-24 •Line 34 •Line 52
Repetition	• It’s unfortunate....poison •Just like the punishment....red light	•Line 25-28 •Line 84-85
Parallelism	•A disease free environment...country	•Line 89-90
Alliteration	• Deadly disease • Insignificant, inconsequential, irrelevant, immaterial	•Line 29 •Line 53

15. Has the speaker used emotion to persuade? Give reasons to support your answer. Page 352 - 356

- Yes, the speaker has used emotion to persuade.

ASPECTS OF EMOTION	EXAMPLE FROM SPEECH	LINE#
<i>The speaker used emotion-arousing words</i>	• Motherland • Hapless and innocent • Victim of atrocious act	Line# 88,102 Line # 47-48 Line # 49-50
<i>The speaker used appropriate simile</i>	Smoke free laws... just like punishment for crossing the yellow lane....red light	Line # 84-85
<i>The speaker used fear appeals page 324</i>	• And if the government....terminal ones • Therefore, those people exposed....lung cancer	Line # 92-93 Line # 24-25
<i>Speaker used concrete example to help listeners visualize what he/she describes</i>	Our motherland would be a happier....country	Line# 88-90